

Grimsby DIA Minutes
Wednesday, Dec. 1, 2021
In-Person at 19 Mountain St.

• **Meeting called to order – 8:05 a.m.**

ROLL CALL - Present: Mike Williscraft, Reg Freake , Jeff Jordan, Simon Duong, Bryan Macaulay and Andy Daniels.

Regrets: Roseanna La Porta, and Luca Vitali.

• **Disclosure of Interest:** - Mike, on any advertising/revenue issues related to NewsNow advertising

MINUTES:

• Minutes from the Nov. 3, 2021 meeting were presented – no errors of omissions noted.

Motion: To approve Nov. 3, 2021 minutes

Moved: Simon Seconded: Andy – Approved

Delegations:

• **Ashley McCallum** – Ashley noted she would be organizing a gift wrapping station in the parklet as part of the Moonlight Madness event.

The consultant for the Downtown Reimagined (DR) process has been chosen and is already at work. The public consultation meetings will start in late January.

Mike noted he had received 7-8 calls and emails from business operators asking if the DR process is limited to only Main Street as that is what the area highlighted on the Town-generated maps show. He asked about the meeting with the consultant which was requested at the November board meeting.

Ashley said the process is at the start. No meeting was planned. She said she showed the visioning proposal the DIA had done by IBI Group for the 2020 AGM to the consultant during a walk-about downtown. Several board members noted they would like to know about/been part of the walk-about. The public and DIA members will have an opportunity to comment when the public meetings start.

Jeff and other board members noted the DIA needs/should have been brought into the situation sooner than later and that by putting out the map showing only Main Street as part of the area in play, the community does not understand the scope of what is being considered. Ashley noted we are not late in the process at this point and that the process would be as inclusive as possible.

Mike noted there were two major opportunities to include the DIA – the requested meeting with the consultant and the walk-around which nobody knew about – which have already been missed. He said the Town needs to go the extra mile for communication, not the minimum.

Ashley said she would take the meeting request back to her team and that all meetings with the consultant are virtual. Simon noted in-person meetings for this major program are needed.

• **Harley Valentine** – noted The Woolverton's upcoming Dec. 16 open house. Gave an overview of the proposed development to date and welcomed all to attend.

- Stacy Elia – Stacy noted 250 households had signed up for the Christmas Hamper program, some of those were donors in 2019. She noted The Woolverton project is important for downtown with its rental property element, noting Harley has been very supportive of GBF endeavours. In the past 30 days, GBF had helped five homeless people in crisis. In 2020 alone, GBF spend \$1.5 million in community.

Financial Report: Mike noted his conflict and did not vote

- A review of expenses approved for all Christmas marketing events was done – Ladies Night, Moonlight Madness, Ride's On Us, and \$500 Shopping Spree. A detailed report on all will be provided to close out these promotions after the New Year.

Business Arising:

- **Comedy Night in Grimsby: Mike did not vote on this.**

Looking to capitalize on the success of the summer Comedy Night in Grimsby & the packed Ladies Night event in November at Forty Public House – the board had discussed earlier a monthly event through the winter. Mike said he confirmed use of the upstairs lounge at Station One Coffeehouse for a series of monthly events from Jan-June. The budget would be \$350 per event for comedians (previously approved by the board). NewsNow, as event sponsor, would donate advertising. One event could be tied in with Valentines perhaps. A charitable portion may be started, different charities on different nights.

- **Hometown Hockey** – Simon noted the event was amazing for the town. Rogers said it was their best stop with participation double that of any other stop. Jeff noted Rogers had nothing but positive comment. GBF was the recipient of a \$5,000 donation and FORT got a surprise \$5,000 donation directly from Rogers. TV host Ron MacLean heard about the buzz and made an extra stop at Teddy's. Reg – who was credited with getting the program to come to town – noted it brought needed dollars into town. The Rec service Dept did a stellar job to execute all.

- **Moonlight Madness** – All is in place.

- **Ride's On Us** - up and running

- **Art In The Alley** – put on hold until the Town develops its plan any similar event

- **The Woolverton letter of support request** – A letter in support of the project was requested. Mike noted the DIA board does not support individual projects, but does support appropriate high-density growth in the core area as part of good planning principles. He circulated a draft letter to the board which was approved for submission.

- **Main Street barriers** – With the possibility we could see Main Street barriers again in 2022, it was suggested we move ahead with a better designed option than cement barriers. Many board members noted other communities in the immediate area have aesthetically pleasing patio areas for restaurants and by targeting the areas where they are needed – the four northside restaurants, it would limit impact on neighbouring retail, free up needed on-street parking and look a whole lot better. Ashley said there may be a program which could include covering some of the cost and she would like to be kept in the loop. She said the deadline for an application would be in February.

- **Jan. 25 Fundraiser “Take Your Seat”** - The event at the GBF Hub is planned in support of the new Niagara West high school theatre. Event tickets are \$80 each.
- **2021 AGM** – Mike noted last year's AGM was to be held in December but it got shifted into January due to the schedule for all pre-Christmas. This year he suggested Wednesday, Jan. 12 at 8 a.m. as good time, shifting an extra week away from New Years.

ALL information was received

Motion to adjourn:

Moved By: Simon Seconded: Andy

Approved